
TRIBUTE TO PROFESSOR

KORNELIA KAR CZ

Death of Professor Kornelia Karcz in 2007, which was resulted from a terminal disease and which happened only two years after achieving – at the age of 48 – the title of the professor of economics, was a tremendous blow and a very hard moment not only for the staff and students of the University of Economics in Katowice, but also for the scientific environment of marketing in Poland and abroad. She was a quite young professor, not only commonly liked, but also treated as the authority in her field of work with great perspectives for the future; she had full university qualifications with considerable academic achievements with whom the University that is intensively developing its scientific and educational activities on the international scale bound great hope.

Kornelia Karcz, born in Katowice, was a graduate of Karol Adamiecki University of Economics. She achieved her Master of Science in 1980 with the specialisation “foreign trade economics”. Further academic degrees, physical doctor and the habilitation thesis of the economic sciences, were gained by Her in 1987 and 1997 respectively at the same University. She was a student of Professor Józef Kramer. Her scientific interests developed and were connected with the problems of the international comparative research of consumption and markets, the definition of innovations on the international scale, and finally the international marketing research and their cultural factors.

Professor Kornelia Karcz was the author or co-author of over 200 scientific and didactic publications. The most important ones were: *Komunikacja międzykulturowa w jednoczącej się Europie* (The Intercultural Communication in the Uniting Europe). Red. K. Karcz, Z. Kędzior. Centrum Badań i Ekspertyz, Akademia Ekonomiczna, Katowice 2007; *Międzynarodowe badania marketingowe: uwarunkowania kulturowe* (The International Marketing Research: Cultural Factors). PWE, Warszawa 2004; *Postawy konsumentów wobec produktów krajowych i zagranicznych* (The Consumers’ Attitude towards Domestic and Foreign Products). Centrum Badań i Ekspertyz, Akademia Ekonomiczna, Katowice 1999 (co-author Z. Kędzior); *Proces dyfuzji in-*

nowacji – podejście marketingowe (The Process of Diffusion of Innovations – the Marketing Approach). Akademia Ekonomiczna, Katowice 1997; *Badania marketingowe w praktyce* (Marketing Research in Practice). PWE, Warszawa 1996, 2001, 2007 (co-author Z. Kędzior); *Międzynarodowe porównania konsumpcji – podstawa decyzji makro- i mikroekonomicznych* (The International Comparisons of Consumption – the Basis of Macro- and Microeconomic Decisions). IRWiK, Warszawa 1992. There are other important didactic publications: *Marketing w firmie. Podstawy teoretyczne, studia przypadków* (Marketing in the Firm. Theoretical Bases, the Case Studies). Akademia Ekonomiczna, Katowice 1999 and *Marketing przemysłowy – wybrane zagadnienia* (Industrial Marketing – Chosen Issues). Akademia Ekonomiczna, Katowice 1995 (written with prof. Z. Kędzior), and also she participated as the author of the notions concerning international marketing in the first Polish encyclopedic publication entitled: *Leksykon marketingu* (The Lexicon of Marketing). Red. J. Altkorn, T. Kramera, PWE, Warszawa 1998. She also published many inventive and inspiring scientific articles in magazines „Handel Wewnętrzny”, „Marketing i Rynek”, „Życie Gospodarcze”, „Gospodarstwo Domowe w Kraju i na Świecie”. She was the author of numerous papers for domestic and international academic conferences (in Portugal, France, Ukraine, Belgium, Czech Republic, and Poland).

She managed a few research grants dedicated to the problem of the market subjects behaviour within the realities of the process of European integration. She developed intensively the cooperation with different academic and research centres among the countries of the European Union (e.g. Mikeli Politechnik, Finland; The Higher School of Banking in Riga, Latvia, The University in Perugia, Italy; The Pierre Mendes France University in Grenoble, France). She was the member of the International Pilot Committee of the Countries belonging to Vicegrad Group (Reseau PGV) and the Curricular Council of the Higher Education Schools PRIME Networking. She combined the international and educational research activity. She had lectures at higher schools in Belgium (Karel de Grote Hogeschool in Antverpia), Norway (Telemark College), France (ESC Toulouse, ESC Lille, The Burgundy University Dijon, IUT Grenoble), Finland (Mikeli Polytechnic) and Great Britain (universities in Bristol and Luton) as part of the Socrates-Erasmus programme (1997-2003).

At Her own university with which she was connected since the beginning of her professional career, from 2000 she was employed at the post of the associate professor, a year before she became the manager of the International Research Unit of the Market and Consumption at the Management Faculty. She conducted lectures and graduate seminars with the specialisation of the international market and marketing research, consumers' behaviour, intercultural communication management, problems with the economic integration. She had also classes at the postgraduates

studies at her own University, but also at the University of Gdańsk. She was a thesis supervisor of 8 PhD dissertations and a reviewer of several other doctoral theses.

To Her greatest professional achievements, except the scientific ones, belong the authorship, implementation, and coordination of the programme of studies in English entitled 'Programme in Business and Economics', transformed in the graduate specialisation called 'International Business' at Management and Marketing Faculty. She coordinated these studies from 1999 to 2005 as a Vice-rector Plenipotentiary for the English path. In the years 1999-2002 she was also a Deputy Dean for Science at the Management Faculty, being responsible for planning and realisation of research projects at this department. She cooperated very closely with the university Research and Expertise Centre, she was the author and co-author of many scientific projects for business and municipal authorities. She worked also in lots of committees of the University Senate.

In this short paper it is very hard to enumerate many other works and achievements of Professor Kornelia Karcz, for example the editorial activities of our magazine. For Her scientific and educational accomplishments she was awarded with numerous prizes and distinctions, she gained the Prize of the Minister of Science and Higher Education, Gold and Bronze Merit Cross, The Medal of the National Education, awards given by the Vice-rector of the University of Economics in Katowice.

The scientific and educational works of Professor Kornelia Karcz permanently became the part of the legacy of Her discipline and Her politeness towards students combined with requirements and the patterns of the creative action in the scientific and didactic work with scientists and the administrative personnel will stay in the memory of Her academic environment for a very long time.

Leszek Żabiński

TRIBUTE TO PROFESSOR

ALOJZY MELICH

(7.06.1918-21.04.2006)

Professor Alojzy Melich was a well-known economist in the country and abroad, from 1950 and till his death he was connected with the university in Katowice (the Higher Economic School, and then the University of Economics). He held the posts of a director of the Political Economics Institute (1964-88), a deputy dean of the Faculty of Industry (1954-62), and a rector (1965-75). He acted very actively outside the university. In years 1964-1968 he was a vice-chairman of the Silesian Scientific Institute, from 1971 he was a member and correspondent of the Polish Academy of Sciences (1975-1982 – a chairman of the branch of the Polish Academy of Sciences in Katowice), between 1975 and 1985 he had the function of the vice-chairman of the Upper Silesian Society of Friends of the Sciences. In years 1972-80 he was a MP in the 6th and 7th terms of the People's Republic of Poland's Parliament. For his active scientific and social activities he was awarded with many distinctions, for example the Cavalry Cross of Order of Poland's Rebirth and the Commander's Cross of Order of Poland's Rebirth.

Professor's academic achievements consist of 28 books concerning economy, 150 articles, studies, and dissertations, around 50 scientific expert reports, finally over 500 journalistic articles. He also wrote many academic reviews. He took part in press interviews. He promoted almost 700 graduates with Master of Science degree and 15 doctors.

The wide range of interests of the Professor was connected with the broad scope of problems: 1. a theory, policy, and technique of salaries, 2. a theory of the income division, 3. a theory of money management. On all these research planes he was extremely creative and prolific. He was an indisputable authority in the theory of salaries and money management in Poland.

Urszula Zagóra-Jonszta